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★★★

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August 4, 2000

TO: Mike Vitkiewicz, Manager  
Special Assessments Unit  
Office of the City Clerk

FROM: Kerry Morrison  
Executive Director  
Hollywood Entertainment District Property Owners Association

SUBJECT: Second Quarter  
April 1, 2000 through June 30, 2000

As is required in our Agreement with the city of Los Angeles, I am submitting our Second Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs – Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

## I. Operational Issues

- ▶ The HED Board held a strategic planning retreat in April (piggybacking on the Hollywood Chamber of Commerce's annual strategic planning retreat). The directors took the opportunity to meet and discuss the following relative to the BID: a recommended mission statement; the difference between the BID (as defined in the ordinance) and the Property Owners Association (and the unique mission for each entity); initial thoughts about BID expansion, and priorities for the year.
- ▶ Representatives from the HED Board, the Executive Director met with representatives from the County Assessors Office, Tax Collector, City Clerk and City Attorney's office. The purpose was to discuss how the county will handle unpaid BID assessments. Special circumstances involving parcels owned by the Church of Scientology were also reviewed. Additionally, many government-owned parcels are also delinquent (predominantly owing to the fact that the city has yet to bill these entities. A letter was sent to the Church of Scientology allowing for direct payment of their BID assessment to the BID. There was no official response to the offer.
- ▶ An All-Property Owner meeting was held on June 1. At that meeting,



the Sign Task Force presented its recommendations.

- ▶ The Phase I and Phase II Advisory Boards held a joint meeting on June 2 at the Stella Adler Theatre. Assessments for the coming year were approved. (Minutes on file at City Clerk's office.)
- ▶ Given the need to find new office space because the existing landlord, Mar-Gulf Management, would not be able to accommodate the growing needs of HED, the HED was approached by Gilmore Associates, owner of 6253 Hollywood at Vine, and offered a five-year rent-free lease in the newly refurbished building. The HED would have to pick up costs of tenant improvements, estimated at \$15,000. The space will not be available until approximately October.

## II. Security

- ▶ The Board approved a graffiti detail, which involved identifying high propensity places in the BID where taggers operate and then assigning surveillance of those spots for up to three weekend evenings. (Cost – \$1,980 per night.) One detail was deployed, and no taggers were caught. The Security Committee opted to not deploy the second and third nights.
- ▶ A trial was held, beginning on May 7, in the case *Lady Wautausa v. HED, Burke Security*. The jury trial lasted nine days, and the HED and Burke were acquitted.
- ▶ The Security Committee recommended, and the Board concurred, that Burke Security officers should, at all times, have a watch commander/supervisor in the office (e.g., even during early morning details). They approved a budget augmentation, not to exceed \$8,000 for the remainder of the year, to fund this.
- ▶ The Security Committee decided to begin holding monthly meetings, due to the number of issues that required attention. They will now meet on the first Tuesday of each month at 11 a.m.
- ▶ Jennifer Cole, a graduate student at the Kennedy School of Government, presented her report to the BID: "Turning Quality of Life Offenses by Some into Quality of Life Improvements for All: Strategies for Developing an Alternative to Incarceration Program in Hollywood."



### **III. Streetscape Issues**

- A streetlight subcommittee was formed to begin to work with city staff to explore refurbishment of Hollywood Boulevard's streetlights. The committee met several times during this period, and went on a "field trip" with city staff on May 11 to inspect different types of streetlight installations in the city of Los Angeles and neighboring cities.
- The Sign Task Force held two meetings on 5/31 and 6/1. The second one was to present their recommendations to date to the property owners. A meeting with representatives from the sign industry was held on 6/16.
- ▶ Mexican Fan Palm tree project: The Board authorized expenditures (up to \$2,500) to purchase granite pavers which will be used for the tree wells for the 16 Mexican Fan Palms scheduled to be planted in early summer between Orchid and McCadden on the Boulevard. The Board authorized the revised contract with Senna Tree Company to plant the trees. Contract amount is \$29,410, of which \$15,000 has already been paid by the MTA.
- ▶ The BID will seek to install one prototype Victor Stanley bench at the NE corner of Hollywood and Highland. First, a request must be made of the city to have the "rent-a-benches" removed.
- ▶ The contract between HED and Hollywood Beautification Team was broken into three subprojects: Cahuenga, Vine, Canary Island Date Palms. The final contract was presented to the directors for their review. They authorized the executive director to sign the contract if the cost of the project did not exceed the original amount budgeted, \$418,000.

### **IV. Marketing**

- ▶ The Marketing budget was augmented by an additional \$20,000 in order to accommodate several projects identified by the Marketing Committee for the coming year. This brings it back to its 1999 level. One of the projects involves the purchase of a mobile visitor kiosk, which will be co-sponsored by the Hollywood Wax Museum.



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Hollywood Entertainment District POA

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- ▶ The HED and seven marketing partners pooled financial resources to raise \$10,000 to pay the expenses for an official "town crier" who will be hired for a ten-week period in the summer.
- ▶ The Directors agreed to hire Economics Research Associates to undertake the third annual benchmarking study for the Phase I and Phase II BIDs. The cost is \$23,500.
- ▶ The BID began working on a planned Halloween Festival, under the umbrella of the Hollywood Police Support Association.
- ▶ The HED Marketing Consultant played a major coordinating role in the organization of the annual Hollywood Chamber of Commerce Economic Summit (held in June at the Egyptian Theatre).

**V BID Renewal**

- ▶ A first meeting of property owners interested in exploring the potential renewal of the BID was held on June 26 at the Hollywood Roosevelt Hotel. Surveys have been mailed twice to all property owners seeking their input

**VI. Other**

- The subway station at Hollywood and Highland opened on June 24. The HED staffed an information booth at the street festival.